



EBOOK

Wavenet CCaaS powered by Content Guru Storm

Create outstanding omni-channel customer experiences



Introduction

Customer Engagement

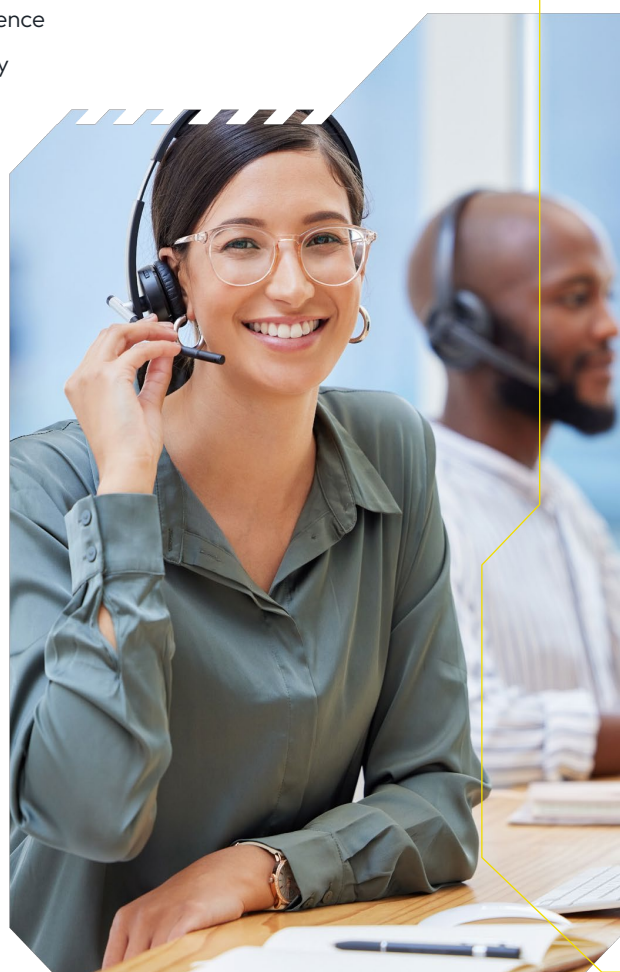
The Wavenet storm® Customer Engagement Platform underpins Wavenet's Unified Approach to Customer Experience (CX). Wavenet storm allows you to combine all channels of communication and your customer data in a single solution to empower advisors, streamline business processes and provide an enhanced customer experience. storm supports

- A single-stack solution that covers every aspect of customer experience
- A cloud-based platform is endlessly scalable, with 99.999% reliability
- A world leading high-volume contact centre solution more.

storm® is Europe's largest communications platform, delivering omni-channel services from the cloud. Its secure partitioning technology enables every client to operate within the same environment, accessing the full breadth of storm® features, including enormous scalability, without compromising security.

storm® supports hundreds of applications, including:

- Omni-channel Cloud Contact Centre & Unified Communications (email, IM, SMS, social media, voice, video, WebRTC and web forms from a single platform)
- Native Customer Knowledge System (CKS) to unify customer data within the same platform as the contact centre to support automatic identification and verification (ID&V), this reduces average handle time (AHT) and promotes improved rates of first contact resolution (FCR).
- Agent-assisted & fully automated PCI compliant payments, unified within the contact centre capabilities.
- Communications Integration™ (converging data and communications, and enabling disparate systems to interoperate), for example mainstream CRM (e.g. Salesforce), ERP (e.g. SAP), WFO (e.g. Verint 360) and an extensive range of proprietary systems



Content Guru, the developer of the storm® platform, has won international recognition, including the UK's highest business award (the Queen's Award for Enterprise: Innovation) and back-to-back recognition at Europe's premier ICT awards (Cloud Provider of the Year and Best Use of Cloud Services at the Computing Magazine and BCS Industry Awards).

The storm® platform supports near unlimited scalability, being recognised in the Gartner Critical Capabilities Report as the No.1 High Call Volume HCVH contact centre.

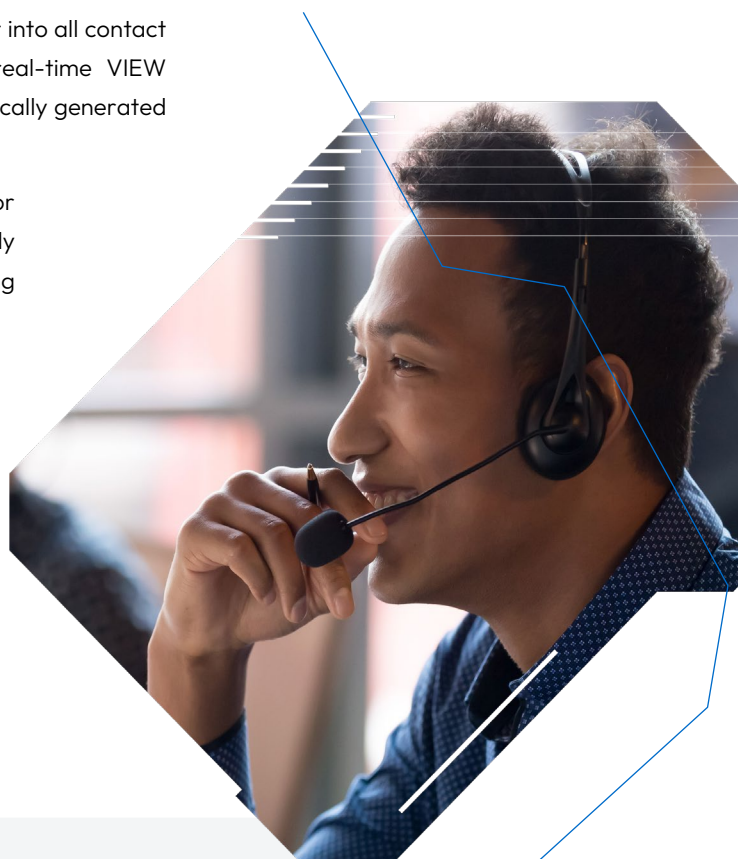
storm® regularly handles unstructured demands for four out of the UK's six DNOs handling hundreds of thousands of calls within a 24-hour period.

Cloud-based, Omni-channel Customer Experience

storm® CONTACT

storm® CONTACT is Content Guru's cloud-based, omni-channel customer experience solution enabling agents to switch between contact channels with a click and work anywhere with an internet connection.

- storm® CONTACT converges every channel into a single blended queue, across voice, SMS, email, social media, and instant messaging (IM), delivering each enquiry to the best available agent with relevant knowledge and skills, sequentially.
- Intelligent Automated Contact Distribution (iACD®) uses intelligent and customisable logic in order to connect enquiries and people with the most appropriate agent, according to their skill set, personality, or any other metric, across voice, SMS, email, web, instant messaging, social media.
- Agents securely login from any location on a range of devices, creating the appearance of a unified contact centre in one building—even with a distributed workforce.
- The Desktop Task Assistant (DTA®) and MTA™ (Mobile Task Assistant) provide a single unified interface for every channel, optimising agent efficiency and enabling truly flexible working
- storm's integration with back-end information systems, including CRM and secure payment systems, provides agents with the necessary information to provide consistent cross-channel customer service, automatically feeding relevant information through to the agent for consistency across all channels, and an enhanced service.
- Integrated reporting enables you to gain granular insight into all contact centre operations. Performance is monitored on a real-time VIEW Dashboard display, while statistical reports are automatically generated on campaign completion
- The predictive dialler integrates with your CRM or database system to make outbound calls, actively predicting when agents will become free, and generating outbound calls just in time
- All interactions can be recorded and kept securely in the cloud with storm RECORDER



IVR & Self-Service Automation

Automate simple enquiries, providing instant answers for customers, while your agents focus on higher value tasks

storm® provides comprehensive drag and drop IVR and self-service tools to promote the automation of incoming calls. This functionality is typically used to automate common interactions by connecting callers to information they require using features such as Automated Speech Recognition and Text-To-Speech, with webservice API's interrogating data within the CRM database or other 3rd party databases.

storm® Machine Agents handle intelligent automation and conversational customer service across all channels, including voice, web chat, and social media customer interactions, like a human would, 24 x 7

The use of automation can be expanded with the introduction of storm® Brain, the Artificial Intelligence enablement layer, to automate additional digital interactions via chatbots (virtual storm® Machine Agents).

storm® uses unstructured data from interactions to derive customer intent, with real-time natural language processing, business rules, and open connectors to create enhanced intelligent routing and virtual agent guidance.

In the administration application, IVR Scripts can be created easily and there is access to full online training within the portal, so administrators can review training videos at any time, to refresh their memory about script creation.

- Scripts can be used in multiple campaigns
- Small scripts can be linked to create a large one
- Several scripts can be used in the same campaign
- Scripts can be exported and imported to create a customised version for a different campaign
- IVR scripts can contain diverse components, such as speech recognition, linked modules, and variables
- Management reports can report the utilisation of IVR scripts



Wavenet Deployment Services

Wavenet can provide all the consultation, design and project management services in-house through our Content Guru accredited Engineering and Pre-Sales personnel. For example:

- Customer demonstrations & presentations
- Technical consultation and professional services
- Solution design and pricing
- Project management
- Training requirements and plan
- Management of service number porting and liaison with network providers
- Programming, configuration and testing
- UK based Service Desk for ongoing support and maintenance.

Porting of existing number services is completed by Wavenet's in-house porting team, and this is completed in a two-stage process to ensure that service interruption is minimised during change over to a matter of minutes, if any.

A Wavenet storm solution is deployed from the cloud. All the infrastructure required for the service is already live in our data centres. The vendor activates the licenses and Wavenet provisions the service.

Each project stage is mapped against tasks and sub-tasks to be carried out by our project managers and engineers. Our key differentiator is consultancy and attention to detail in within the project documentation.

Statement of works

A key element to the successful outcome of a CCaaS deployment is to work in a collaborative way and liaise closely with your appointed representatives. This process begins with discovery sessions to define the detailed scope of the requirements, dependencies, and project deployment activities.

Depending on the size and complexity of the solution, Wavenet will produce a Statement of Works document, which is a vital part of Wavenet's ISO accreditation and allows Wavenet departments to monitor and manage the project work, with as little impact on your day-to-day business as possible. It details the steps to be taken and highlights potential risk and impact to your systems and services.

Network Readiness

A Wavenet storm solution with collaboration clients or physical handsets will require a suitable internet connection for the number of concurrent calls required. Limited bandwidth or excessive/contented network delays will reduce the quality of the call experience

Optionally, Wavenet can do a site survey and readiness assessment to ensure the following is in place:

- Structured cabling to support LAN users
- Router/s to terminate the IP connectivity line
- Ethernet switches and PoE to enable multiple phones to be connected
- Network voice traffic VLAN and QoS
- Enough bandwidth to support concurrent calls between peers and group video
- Browser compatibility for Web-RTC security
- User authentication methods e.g. Strong passwords &/or Two-Factor authentication

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Networking
& Connectivity



Unified
Communications
& Voice



Contact Centres



Mobile Solutions
& IoT



IT, Cloud
& Technology



Network
Intelligence



Cyberguard